



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - Public distribution

Date: 2/21/2008

GAIN Report Number: TH8030

Thailand

Trade Policy Monitoring

Alcohol Consumption Control Bill Takes Effect 2008

Approved by:

Gary W. Meyer, Agricultural Counselor
U.S. Embassy

Prepared by:

Sukanya Sirikeratikul, Marketing Specialist

Report Highlights:

On February 13, 2008, the Alcohol Consumption Control Bill was published in the Royal Gazette. The provisions of the bill are detailed in this report.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Bangkok [TH1]
[TH]

The Alcohol Consumption Control Bill Takes into Effect

On February 13, 2008, the Alcohol Consumption Control Bill was published in the Royal Gazette. The new alcohol consumption control measures are as follows:

- Requires warning labels on bottles of alcoholic beverages alerting consumers to drinking risks.
- Imposes a zoning restriction on selling alcohol beverages near temples, hospitals, schools, universities, petrol stations and government premises.
- Permits alcohol sales from 11am-2pm and 5pm-12am.
- Prohibits the sale of alcohol to persons under 20 years old and persons already intoxicated.
- Prohibits the sale of alcohol in vending machines
- Prohibits pricing discounts and certain promotional activities, such as using alcohol beverages as samples, beer events, etc.
- Prohibits advertisements encouraging consumption of alcohol or promoting alcohol quality. However, alcohol producers, importers or distributors can advertise the image of the product or promote social responsibility along with displaying product or company logos.

End of the Report.